## WHAT IS CLAIMED IS:

- 1. A platform for the provision of services over a cellular telephone network, the platform comprising
- a generic definition of a cellular service, said generic definition being able to take specific service-defining parameters, and
- a parameter setting mechanism for inputting respective service defining parameters to said generic definition, thereby to implement a desired service through said generic definition.
- 2. The platform of claim 1, wherein said generic definition comprises at least some of the following features of a service:

availability, discoverability, findability, buyability, and obtainability.

- 3. The platform of claim 1, wherein said generic definition comprises an ability to select between one of a plurality of levels of complexity of content presentation according to a determined capability level of a receiving telephone.
- 4. The platform of claim 1, carrying a plurality of services each defined using said generic service and different service defining parameters.
- 5. The platform of claim 1, configured to allow a plurality of services to be defined using different service-defining parameters applied to said generic service.
- 6. The platform of claim 1, further comprising a rule engine together with said generic definition, for operating logic required for said desired service by implementing ones of said service defining parameters that are logical rules.

- 7. The platform of claim 1, further comprising an external parameter obtaining mechanism to obtain external parameters for modifying application of a respective desired service to a user.
- 8. The platform of claim 7, wherein said external parameter is location of a respective mobile telephone, and wherein said modifying comprises modifying said application in accordance with a respective location.
- 9. The platform of claim 1, comprising a plurality of modules, each module carrying said generic definition together with a different arrangement of parameters, thereby to combine different services within said platform.
- 10. The platform of claim 9, being able to support additional services by the incorporation of additional modules.
- 11. A method for the provision of services over a cellular telephone network comprising:

providing a generic definition of a cellular service, said generic definition comprising common features needed for said services, and said generic definition being able to take specific service-defining parameters, and

for each one of a plurality of desired services, inputting respective service defining parameters to said generic definition, thereby to implement a desired service through said generic definition.

12. The method of claim 11, wherein said generic definition comprises at least some of the following features of a service:

availability, discoverability, findability, buyability, and obtainability.

- 13. The method of claim 11, wherein said generic definition comprises an ability to select between one of a plurality of levels of complexity of content presentation according to a determined capacity level of a receiving telephone.
- 14. The method of claim 11, comprising defining a plurality of services each using said generic service and different service defining parameters, and providing each service as a separate module sharing a common interface.
- 15. The method of claim 11, further comprising operating logic required for a respective desired service by implementing ones of said service defining parameters that are logical rules.
- 16. The method of claim 11, further comprising obtaining external parameters for modifying application of a respective desired service to a user.
- 17. The method of claim 16, wherein said external parameter is location of a respective mobile telephone, and wherein said modifying comprises modifying said application in accordance with a respective location.
- 18. A method for managing a content delivery interface between a content provider and a subscriber wireless communication device, the method comprising:

providing a plurality of modules for the content delivery interface, each module for providing content as part of a different service;

selecting an appropriate one of said modules for the content delivery interface according to a currently desired service; and

adding said appropriate module to the content delivery interface, thereby to provide said currently desired service from a platform that supports a plurality of services.

19. The method of claim 18, wherein said adding said appropriate one of said modules comprises providing a functional alteration for the content delivery interface for interacting with the wireless communication device, according to said currently desired service.

- 20. The method of claim 19, wherein said functional alteration comprises a change to a flow of interaction between the content delivery interface and the wireless communication device.
- 21. The method of claim 19, wherein said functional alteration comprises a change to the look and feel of the content delivery interface at the wireless communication device.
  - 22. The method of claim 20, wherein said functional alteration comprises:
  - Adding a new content type;
  - Adding a new content delivery protocol;
- Adding a new device and adjusting the user interface to its browser and its display characteristics;
- Adding a new page (e.g., includes content items that are offered in a special discount);
  - Adding content bundles that include multiple content items;
- Changing the look and feel of the service, including at least one of colors, fonts, icons, formatting and page layout; and
  - Changing parameters of the service.
- 23. The method of any of claims 19-22, wherein said functional alteration comprises a change in a respective service according to an identity of a subscriber, a service package of said subscriber, a preference of said subscriber and a type of wireless communication device.
- 24. The method of claim 23, wherein said change comprises dynamic adaptation of the service, optionally including at least one of:
  - Matching the output format and presentation to the device type;
- Filtering of content, based on at least one of permissions, compatibility to the device, subscriber preferences, and content classification;
  - Selection of a language;

- Dynamic flow; and
- Adjustment of delivery protocol based on the content type and the device.
- 25. The method of any of claims 19-24, comprising providing each module with a generic service definition and customizing ones of said modules for services it is desired to provide.
- 26. The method of claim 25, wherein the content delivery interface further comprises a service directory for locating a service, such that said adding said appropriate module further comprises altering a listing in said service directory as necessary when a service is added, removed or altered.
- 27. The method of claims 25 or 26, wherein the content delivery interface further defines a presentation for providing an output of said service to the wireless communication device, such that said functional alteration comprises altering said presentation as necessary when a service is added, removed or altered.
- 28. The method of any of claims 25-27, wherein said functional alteration comprises altering a logic of said service.
- 29. A service delivery platform for an interface between a content provider and a wireless communication device, comprising:
- a plurality of services for being provided to the wireless communication device by the content provider;
- a service controller for receiving a request for a service from the wireless communication device and for activating said service according to a service logic, wherein said service logic comprises at least one rule for determining at least one of whether and how said service is to be provided; and
- a service framework for said plurality of services, configured to enable ones of said services to be added, removed or changed.
- 30. The delivery platform of claim 29, further comprising a service directory for listing ones of said services, and wherein said service controller is

configured to search said service directory for said service upon receiving said request.

- 31. The delivery platform of claims 29 or 30, wherein said service comprises a plurality of operations to be performed and a response to be returned to the wireless communication device.
- 32. The delivery platform of claim 31, further comprising a presentation for presenting said response of said service.
- 33. The delivery platform of claim 32, wherein said presentation comprises a presentation assembler for collecting data and preparing said data for said response to the wireless communication device.
- 34. The delivery platform of any of claims 29-33, wherein an operation of said service is performed according to at least one rule.
- 35. The delivery platform of claim 34, further comprising a rule operation for constructing the condition for said rule.